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Amendments to the Claims:

1.-4. (cancelled)

5. (previously presented) A method of providing text on a printed surface of each of a plurality of printed products comprising the steps of

conveying the printed products along a path of travel in an overlapping imbricated stream such that a border region of each printed product is exposed by the imbricated overlap, while

printing a partially transparent contrast panel onto the exposed border region of each printed product, and while

forming information within or on each contrast panel, with the contrast panel forming a contrast with respect to the information so that the information can be easily seen and read.

6. (original) The method as defined in Claim 5 wherein the printing step comprises printing the contrast panel onto the printed surface of each printed product as it passes a first printing station along the path of travel, and the forming information step comprises printing the information onto the contrast panel of each printed product as it passes a second printing station along the path of travel.

7. (original) The method as defined in Claim 5 wherein the forming information step includes forming blank areas within the contrast panel, with the blank areas forming the information.

8. (previously presented) A method of providing text on

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each of a plurality of printed products having printing thereon, comprising the steps of

conveying the printed products along a path of travel in an overlapping imbricated stream such that a border region of each printed product which has printing thereon is exposed by the imbricated overlap, while

printing a partially transparent contrast panel onto the border region of each printed product so as to overlies at least a portion of the printing on the border region, and so as to allow the printing on the border region to be seen therethrough, and while

forming information within or on each printed contrast panel which forms a contrast with respect to the contrast panel so that the information can be easily seen and read.

9. (original) The method as defined in Claim 8 wherein the forming information step comprises printing the information onto the contrast panel.

10. (original) The method as defined in Claim 8 wherein the forming information step comprises forming blank areas within the contrast panel during the printing step.

11. (previously presented) An apparatus for providing text on a printed surface of each of a plurality of printed products comprising

a conveyor system for conveying the printed products along a path of travel in an overlapping imbricated stream such that a border region of each printed product is exposed by the imbricated overlap,

printing means disposed along the path of travel for printing a partially transparent contrast panel onto the

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exposed border region of each printed product so as to allow the printed surface of the printed product to be seen therethrough and for forming information within or on each contrast panel, with the contrast panel forming a contrast with respect to the information so that the information can be easily seen and read.

12. (original) The apparatus as defined in Claim 11 wherein the printing means comprises a first printing station disposed along the path of travel for printing the contrast panel, and a second printing station disposed along the path of travel downstream of the first printing station for printing the information onto the contrast panel.

13. (original) The apparatus as defined in Claim 11 wherein the printing means comprises a printing station disposed along the path of travel which acts to print each contrast panel with blank areas, with the blank areas forming the information.

14. (original) The apparatus as defined in Claim 11 wherein the conveyor system comprises a plurality of clamps arranged one behind the other in the conveying direction for gripping respective ones of the printed products.